

IN THE CLAIMS:

Rewrite the pending claims and add new claims as follows:

1. (Currently Amended) A method of personalizing search results of a search engine, comprising:

accessing a first user profile for a first user based on information about the first user, the first user information including information derived from a first set of documents, the first set of documents comprising a plurality of documents selected from the set consisting of documents identified by search results from the search engine, documents accessed by the first user, documents linked to the documents identified by search results from the search engine, and documents linked to the documents accessed by the first user;

receiving a search query from the first user;

identifying a set of generic search result documents that match the search query;

assigning a generic score to each document of at least a plurality of the search result documents;

assigning a first personalized score to each document of the plurality of search result documents in accordance with the generic score assigned to the document and the first user profile; [[and]]

ranking the set of search result documents into a first order according to their first personalized scores;

providing the ranked set of search result documents in the first order to the first user;
and

receiving the search query from a second user that is different from the first user;

accessing a second user profile associated with the second user based on information about the second user, the second user information including information derived from a second set of documents, the second set of documents comprising a plurality of documents selected from the set consisting of documents identified by search results from the search engine, documents accessed by the second user, documents linked to the documents identified by search results from the search engine, and documents linked to the documents accessed by the second user;

assigning a second personalized score to each document of the plurality of identified search result documents in accordance with the generic score assigned to the document and the second user profile;

ranking the set of search result documents into a second order according to their second personalized scores; and
providing the ranked set of search result documents in the second order to the second user.

2. (Currently Amended) The method of claim 1, wherein the first set of documents ~~include~~ includes a plurality of documents that have been identified by search results from the search engine and that have been viewed by the first user.

3. (Currently Amended) The method of claim 1, wherein the first set of documents ~~include~~ includes a plurality of documents that have been identified by search results from the search engine and that have not been viewed by the first user.

4. (Currently Amended) The method of claim 1, including updating the first user profile by:

updating a term-based profile of the first user profile by identifying a set of terms from a document in the first set of documents, and adding information about the identified set of terms to the term-based profile; and

updating a category-based profile of the first user profile by classifying the document into a plurality of categories, and adding information about the plurality of categories to the category-based profile.

5. (Currently Amended) The method of claim 4, including updating the first user profile by:

updating a link-based profile of the first user profile by analyzing links in the document, and adding information derived from the analyzed links to the link-based profile.

6. (Original) The method of claim 5, wherein the link-based profile includes information about URLs or portions of URLs.

7. (Currently Amended) The method of claim 6, wherein the link-based profile of the first user profile comprises:

a plurality of URLs and a weight associated with each URL, wherein the weight is based on one or more factors selected from the group consisting of frequency with which the first user visits the URL, time the first user has spent viewing a document associated with the URL and quantity of the first user's scrolling activity at the document; and

a plurality of hosts and a weight associated with each host, wherein the weight is based on frequency of the first user's visits to the host.

8. (Currently Amended) The method of claim 7, wherein the URLs further include URLs that have not been visited by the first user, but are related to the URLs that have been visited by the first user and the weight of an unvisited URL depends on its distance to at least one related URLs that have been visited.

9. (Original) The method of claim 4, wherein a term in the term-based profile is an expression comprising at least one word and a weight.

10. (Currently Amended) The method of claim 9, wherein the weight is a weight associated with occurrences of the term in the first set of documents.

11. (Currently Amended) The method of claim 9, wherein the weight of a term depends at least partially on the term's term frequency and inverse document frequency in said first set of documents.

12. (Original) The method of claim 4, wherein a category in the category-based profile characterizes at least one aspect of documents in the category and the category is associated with a weight indicative of the category's importance relative to other categories.

13. (Original) The method of claim 12, wherein the at least one aspect of the documents in the category is selected from the group consisting of: document format, document type, document topic and document origin.

14. (Currently Amended) The method of claim 1, including updating the first user profile by:

updating a category-based profile of the first user profile by classifying a document in the first set of documents into a plurality of categories, and adding information about the plurality of categories to the category-based profile.

15. (Currently Amended) The method of claim 1, wherein the first and second user ~~profile~~ is profiles are stored on a server of the search engine.

16. (Currently Amended) The method of claim 1, wherein the first user profile is stored on a first client associated with the first user and the second user profile is stored on a second client associated with the second user.

17. (Currently Amended) The method of claim 1, wherein ~~each of the user is a~~ the first user profile corresponds to a respective group of users.

18. (Currently Amended) A method of personalizing search results of a search engine, comprising:

creating a plurality of user profiles for a plurality of users, each user profile including at least a user's identification number and information derived from documents visited by the user;

receiving a search query from a user of the plurality of users, the search query including at least one query term and the user's identification number;

retrieving a user profile that matches the user's identification number;

generating a personalized query strategy from the search query and the user profile;

selecting a personalized set of documents from the Internet according to the personalized query strategy, each document having a generic ranking score based at least in part on the relevance of the document to the search query;

assigning to each document in the set a ~~generic~~ personalized ranking score that characterizes the relevance of the document to the at least one query term based at least in part on the user profile and the document's generic ranking score;

~~retrieving the user's user profile and assigning to each of the set of documents a profile score based on the user profile; and~~

ranking the set of documents according to their generic and ~~profile~~ personalized ranking scores; and

providing the ranked set of search result documents to the user.

19. (Original) The method of claim 18, wherein the step of creating a user's user profile further comprises:

creating a term-based profile by extracting a set of terms from documents visited by the user and associating a weight with each extracted term; and

creating a category-based profile by determining a plurality of categories associated with documents visited by the user and associating a weight with each determined category.

20. (Original) The method of claim 18, wherein the step of creating a user's user profile further comprises:

creating a link-based profile by analyzing links in documents visited by the user and associating weights with the link.

21. (Original) The method of claim 18, wherein the user profile for a particular user includes demographic and geographic information provided by the user.

22. (Original) The method of claim 18, wherein the documents visited by the user from which information is derived for use in a particular user's user profile are selected based on the user's activities when visiting the documents.

23. (Currently Amended) The method of claim 18, including storing the plurality of user profiles on a server of the search engine; and

the retrieving including identifying the user's user profile based on ~~[[a]]~~ the user identification number associated with both the user and the user's user profile.

24. (Original) The method of claim 18, including storing the plurality of user profiles on client computers associated with the plurality of users.

25. (Currently amended) The method of claim 18, wherein the ranked set of documents comprises two subsets of documents, one subset of documents ordered by their generic ranking scores and the other subset of documents ordered by personalized ~~scored~~ ranking scores ~~generated by combining the document's generic and profile scores.~~

26. (Currently Amended) The method of claim 25, including interleaving or intermixing the two subsets of documents to form the ranked set of documents.

27. (Currently Amended) A search engine system, comprising:

one or more central processing units for executing programs;

an interface for receiving ~~event messages~~ information; and

a search engine module executable by the one or more central processing units, the module comprising:

instructions for accessing a user profile for a user, the user profile based on information about the user, the user information including information derived from a set of documents, the set of documents comprising a plurality of documents selected from the set

consisting of documents identified by search results from the search engine system, documents accessed by the user, documents linked to the documents identified by search results from the search engine system, and documents linked to the documents accessed by the user;

instructions for receiving a search query from [[the]] a first user and the same search query from a second user that is different from the first user;

instructions for identifying a set of generic search result documents that match the search query;

instructions for assigning a generic score to each document of at least a plurality of the search result documents;

instructions for assigning [[a]] first and second personalized [[score]] scores to each document of the plurality of search result documents in accordance with the generic score assigned to the document and the first user's user profile and the second user's user profile, respectively; [[and]]

instructions for ranking at least the plurality of the search result documents into first and second orders, respectively, according to their first and second personalized scores; and

instructions for providing the ranked set of search result documents in the first order to the first user and the ranked set of search result documents in the second order to the second user.

28. (Original) The system of claim 27, wherein the set of documents include a plurality of documents that have been identified by search results from the search engine and that have been viewed by the user.

29. (Original) The system of claim 27, wherein the set of documents include a plurality of documents that have been identified by search results from the search engine and that have not been viewed by the user.

30. (Original) The system of claim 27, further including:

instructions for updating a term-based profile by identifying a set of terms from a document in the set of documents, and adding information about the identified set of terms to the term-based profile; and

instructions for updating a category-based profile by classifying the document into a plurality of categories, and adding information about the plurality of categories to the category-based profile.

31. (Original) The system of claim 30, further including:

instructions for updating a link-based profile by analyzing links in the document, and adding information derived from the analyzed links to the link-based profile.

32. (Original) The system of claim 31, wherein the link-based profile includes information about URLs or portions of URLs.

33. (Original) The system of claim 32, wherein the link-based profile comprises:

a plurality of URLs and a weight associated with each URL, wherein the weight is based on one or more factors selected from the group consisting of frequency with which the user visits the URL, time the user has spent viewing a document associated with the URL and quantity of the user's scrolling activity at the document; and

a plurality of hosts and a weight associated with each host, wherein the weight is based on frequency of the user's visits to the host.

34. (Original) The system of claim 33, wherein the URLs further include URLs that have not been visited by the user, but are related to the URLs that have been visited by the user and the weight of an unvisited URL depends on its distance to at least one related URLs that have been visited.

35. (Original) The system of claim 30, wherein a term in the term-based profile is an expression comprising at least one word and a weight.

36. (Original) The system of claim 35, wherein the weight is a weight associated with occurrences of the term in the set of documents.

37. (Original) The system of claim 35, wherein the weight of a term depends at least partially on the term's term frequency and inverse document frequency in said set of documents.

38. (Original) The system of claim 30, wherein a category in the category-based profile characterizes at least one aspect of documents in the category and the category is associated with a weight indicative of the category's importance relative to other categories.

39. (Original) The system of claim 38, wherein the at least one aspect of the documents in the category is selected from the group consisting of: document format, document type, document topic and document origin.

40. (Original) The system of claim 27, wherein the user profile is stored on a server of the search engine.

41. (Original) The system of claim 27, wherein the user profile is stored on a client associated with the user.

42. (Currently Amended) The system of claim 27, wherein the first user's user ~~[[is]]~~ profile corresponds to a group of users.

43. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

instructions for accessing a user profile for a user based on information about the user, the user information including information derived from a set of documents, the set of documents comprising a plurality of documents selected from the set consisting of documents identified by search results from a search engine, documents accessed by the user, documents linked to the documents identified by search results from the search engine, and documents linked to the documents accessed by the user;

instructions for receiving a search query from ~~[[the]]~~ a first user and the same search query from a second user that is different from the first user;

instructions for identifying a set of generic search result documents that match the search query;

instructions for assigning a generic score to each document of at least a plurality of the search result documents;

instructions for assigning ~~[[a]]~~ first and second personalized ~~[[score]]~~ scores to each document of the plurality of search result documents in accordance with the generic score assigned to the document and the first user's user profile and the second user's user profile, respectively; ~~[[and]]~~

instructions for ranking at least the plurality of the search result documents into first and second orders, respectively, according to their first and second personalized scores; and

instructions for providing the ranked set of search result documents in the first order to the first user and the ranked set of search result documents in the second order to the second user.

44. (Original) The computer program product of claim 43, wherein the set of documents include a plurality of documents that have been identified by search results from the search engine and that have been viewed by the user.

45. (Original) The computer program product of claim 43, wherein the set of documents include a plurality of documents that have been identified by search results from the search engine and that have not been viewed by the user.

46. (Original) The computer program product of claim 43, further including:
instructions for updating a term-based profile by identifying a set of terms from a document in the set of documents, and adding information about the identified set of terms to the term-based profile; and
instructions for updating a category-based profile by classifying the document into a plurality of categories, and adding information about the plurality of categories to the category-based profile.

47. (Original) The computer program product of claim 46, further including:
instructions for updating a link-based profile by analyzing links in the document, and adding information derived from the analyzed links to the link-based profile.

48. (Original) The computer program product of claim 46, wherein the link-based profile includes information about URLs or portions of URLs.

49. (Original) The computer program product of claim 48, wherein the link-based profile comprises:
a plurality of URLs and a weight associated with each URL, wherein the weight is based on one or more factors selected from the group consisting of frequency with which the user visits the URL, time the user has spent viewing a document associated with the URL and quantity of the user's scrolling activity at the document; and
a plurality of hosts and a weight associated with each host, wherein the weight is based on frequency of the user's visits to the host.

50. (Original) The computer program product of claim 49, wherein the URLs further include URLs that have not been visited by the user, but are related to the URLs that have been visited by the user and the weight of an unvisited URL depends on its distance to at least one related URLs that have been visited.
51. (Original) The computer program product of claim 46, wherein a term in the term-based profile is an expression comprising at least one word and a weight.
52. (Original) The computer program product of claim 48, wherein the weight is a weight associated with occurrences of the term in the set of documents.
53. (Original) The computer program product of claim 48, wherein the weight of a term depends at least partially on the term's term frequency and inverse document frequency in said set of documents.
54. (Original) The computer program product of claim 46, wherein a category in the category-based profile characterizes at least one aspect of documents in the category and the category is associated with a weight indicative of the category's importance relative to other categories.
55. (Original) The computer program product of claim 54, wherein the at least one aspect of the documents in the category is selected from the group consisting of: document format, document type, document topic and document origin.
56. (Original) The computer program product of claim 43, wherein the user profile is stored on a server of the search engine.
57. (Original) The computer program product of claim 43, wherein the user profile is stored on a client associated with the user.
58. (Currently Amended) The computer program product of claim 43, wherein the first user's user ~~[[is]]~~ profile corresponds to a group of users.